



# City of Huntington Beach DESIGN REVIEW BOARD ACTION AGENDA

THURSDAY, APRIL 10, 2008  
HUNTINGTON BEACH CIVIC CENTER  
2000 MAIN STREET, LOWER LEVEL, ROOM B-8  
3:30 P.M.

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**ROLL CALL:** Chair Blair Farley, Charles Davis, Herb Fauland, Ed Kerins, James Mallewick,

**A. PUBLIC COMMENTS:** Public comments for items not scheduled on the agenda.

**B. AGENDA ITEMS: (Procedure:** Staff Presentation, DRB Disclosures, DRB Discussion, Applicant Comments, Final Comments, Motion/Vote.)

**B-1 DESIGN REVIEW NO. 08-012/ PLANNED SIGN PROGRAM 90-6(R) (BEACH & HEIL MONUMENT SIGN)**

**Applicant:** Jocelyn Kliger, Lawrence Allen & Associates, 5267 Warner Ave. #362, Huntington Beach, CA 92649  
**Request:** Review the design, colors, and materials of a new monument sign as an amendment to an existing planned sign program.  
**Project Location:** 16502-16520 Beach Boulevard (southeast corner of Beach Blvd. and Heil Ave.)  
**Recommended Action:** Approval with Modifications  
**Project Planner:** Jill Arabe, Planning Aide

**A MOTION WAS MADE BY DAVIS TO APPROVE DESIGN REVIEW NO. 08-012/ PLANNED SIGN PROGRAM 90-6(R)**

**VOTE: 5-0-0**

**B-2 DESIGN REVIEW NO. 07-026 (LIBERTY LIQUOR ADDITION)**

**Applicant:** Jim Burnett, O'neal Management, 22431 Antonia Pkwy., Ste. 124, Rancho Santa Margarita, CA 92688  
**Request:** Review the design, colors, and materials of a façade improvement in conjunction with a 2,891 sq. ft. addition to an existing commercial structure.  
**Project Location:** 17701 Beach Blvd. (southwest corner of Beach Blvd. and Liberty Ave.)  
**Recommended Action:** Approval with Modifications to the Zoning Administrator  
**Project Planner:** Rami Talleh, Associate Planner

**A MOTION WAS MADE BY DAVIS TO RECOMMEND APPROVAL OF DESIGN REVIEW NO. 07-026 TO THE ZONING ADMINISTRATOR**

**VOTE: 4-0-1 (FAULAND – ABSTAIN)**

**B-3 DESIGN REVIEW NO. 08-008 (LONGS DRUGS)**

**Applicant:** Jeff Bergsma, Team Design, 221 Main St., Ste. S, Huntington Beach, CA 92648  
**Request:** Review the design, colors, and materials of a new 8,800 sq. ft. drive-thru pharmacy.  
**Project Location:** 17725 Beach Blvd. (northwest corner of Beach Blvd. and Newman Ave.)  
**Recommended**  
**Action:** Approval with Modifications to the Zoning Administrator  
**Project Planner:** Rami Talleh, Associate Planner

**A MOTION WAS MADE BY KERINS TO RECOMMEND APPROVAL OF DESIGN REVIEW NO. 08-008 TO THE ZONING ADMINISTRATOR**

**VOTE: 4-0-1 (FAULAND – ABSTAIN)**

**B-4 DESIGN REVIEW NO. 08-010 (VERIZON WIRELESS COMMUNICATION FACILITY)**

**Applicant:** W. Dean Brown, The Planning Consortium, Inc., 627 North Main St., Orange, CA 92868  
**Request:** Review the design, colors, and materials of a proposed wireless communications facility consisting of a “slimline monopole” topped with a civil defense siren at an overall structure height of 56 ft. and associated equipment.  
**Project Location:** 18591 Edwards Street (west side of Edwards St., south of Ellis Ave.)  
**Recommended**  
**Action:** Approval with Modifications to the Zoning Administrator  
**Project Planner:** Rami Talleh, Associate Planner

**A MOTION WAS MADE BY KERINS TO RECOMMEND APPROVAL OF DESIGN REVIEW NO. 08-010 TO THE ZONING ADMINISTRATOR**

**VOTE: 4-0-1 (FAULAND – ABSTAIN)**

**B-5 DESIGN REVIEW NO. 08-007 (HB MOTOR CARS ELECTRONIC READERBOARD POLE SIGN)**

**Applicant:** Tony Shreve, 1443 S. Cucamonga Avenue, Ontario, CA 91761  
**Request:** Review the design, colors, and materials of a proposed 25 ft. high, 115 sq. ft. electronic readerboard pole sign for an existing automobile dealership.  
**Project Location:** 16401 Beach Boulevard (northwest corner of Beach Blvd. and Alhambra St.)  
**Recommended**  
**Action:** Approval with Modifications to the Zoning Administrator  
**Project Planner:** Andrew Gonzales, Assistant Planner

**A MOTION WAS MADE BY KERINS TO RECOMMEND APPROVAL OF DESIGN REVIEW NO. 08-007 TO THE ZONING ADMINISTRATOR**

**VOTE: 3-1-1 (FARLEY – NO; FAULAND – ABSTAIN)**

**C. DRB MEMBER COMMENTS/ ISSUES**

Kerins requested that staff report back on whether the City issued permits for the flag pole at the Dodge dealership on Beach Boulevard.

**D. ADJOURNED TO MAY 8, 2008 REGULAR MEETING**

**Appeals**

Under the provisions of the Huntington Beach Zoning and Subdivision Ordinance, the Design Review Board's action is final unless an appeal is filed to the Planning Commission by the applicant or an interested party. The appeal must be in writing and must set forth, in detail, the action and grounds by which the applicant or interested party deems themselves aggrieved. The appeal must be accompanied by a filing fee of One Thousand, Two Hundred Eighty Seven Dollars (\$1,287) if the appeal is filed by a single family dwelling property owner appealing the decision on their own property and One Thousand Five Hundred Sixty Nine Dollars (\$1,569) if the appeal is filed by any other party. The appeal shall be submitted to the Secretary of the Planning Commission within ten (10) calendar days of the date of the Design Review Board's action. Design Review Board actions that are listed as "Recommendation to the Director of Planning, 'Zoning Administrator', or 'Planning Commission'" under the Recommended Action are non-appealable, since final action is taken by the stated body.